

SEC 2026 EXHIBITOR & SPONSORSHIP PROSPECTUS



Contact:

Rachel Gilmour

Sign Association of Canada

Rachel@sac-ace.ca

A Message from Sign Experience Canada Chair

Sign Experience Canada is more than an industry gathering. As one 2025 attendee put it, “Sign Experience Canada is a statement of innovation, craft, and community.” Another shared, “The new conference-style format truly elevated the event—a milestone moment. I can’t wait for next year.”

Over the past two years, we’ve gathered extensive feedback from attendees, sponsors, and exhibitors. What we heard was clear: our industry values purposeful networking, practical education, and events that respect the time and investment of both sign companies and suppliers.

In response, we launched Sign Experience Canada in 2025 and will continue refining the conference format in 2026. One of the key insights from our inaugural year was the value of being even more intentional with how time is structured—ensuring attendees can fully engage in education sessions, meaningful networking, and have dedicated time on the exhibit floor. Our focus is on designing an experience that encourages real business outcomes and purposeful connections, while preserving the strong sense of community that defines our industry.

In 2026, the agenda will reflect this feedback with more clearly defined time blocks that create space for deeper engagement across all aspects of the event. Supplier members play a critical role in this ecosystem, and Sign Experience Canada is designed to foster authentic brand interaction—connecting you directly with decision-makers and end users in a focused, high-quality environment.

I am excited to welcome the industry to Calgary from September 16–18, 2026. This will be the first time we bring the Association’s flagship annual event to Western Canada, ensuring members across the country have the opportunity to attend closer to home and strengthening our national perspective. Thank you for your continued support and engagement. I look forward to seeing you in Calgary.

Susan Sotelis, Chair, Sign Experience Canada



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OVERVIEW OF
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LET'S CONNECT



SIGN EXPERIENCE CANADA 2026

SEPTEMBER 16 - 18, 2026 | CALGARY

EXHIBITOR PACKAGES

GOLD EXHIBITOR PACKAGE

-  1 TABLETOP
-  2 WELCOME RECEPTION TICKETS
-  2 CONFERENCE TICKETS
-  2 BOCSI AWARDS GALA TICKETS

\$3,250

SILVER EXHIBITOR PACKAGE

-  1 TABLETOP
-  1 WELCOME RECEPTION TICKET
-  1 CONFERENCE TICKET
-  1 BOCSI AWARDS GALA TICKET

\$2,250

AVAILABLE SPONSORSHIPS

SEC Mobile App Sponsor: \$10,000

Photography Sponsor - \$3,000

Lunch Panel Discussion Sponsor: \$5,000

Breakfast Sponsor: \$3,000

CONNECT Speed Networking Sponsor:
\$2,500

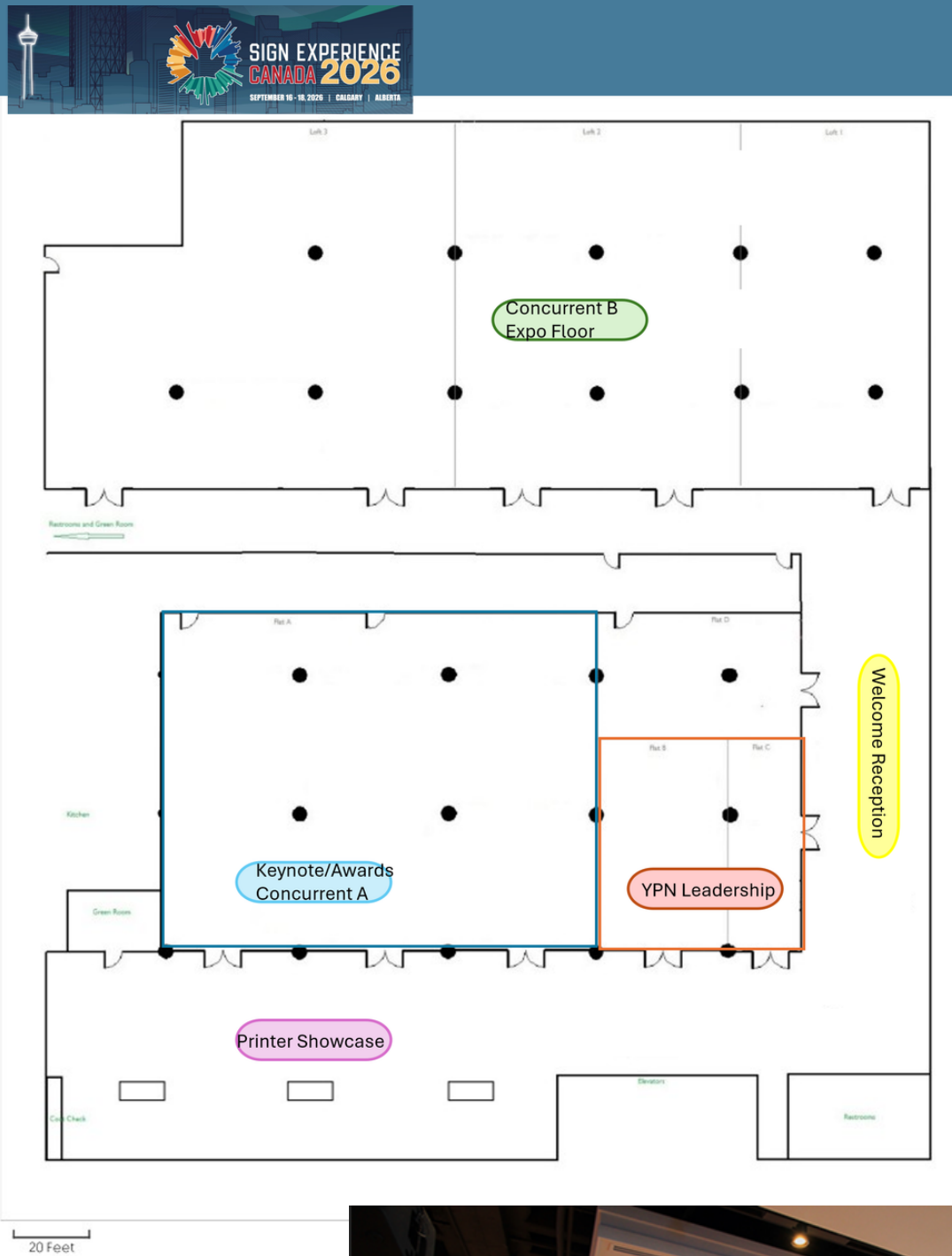
Awards Gala Wine Sponsor: \$3,000

Education Sessions Sponsor: \$3,000

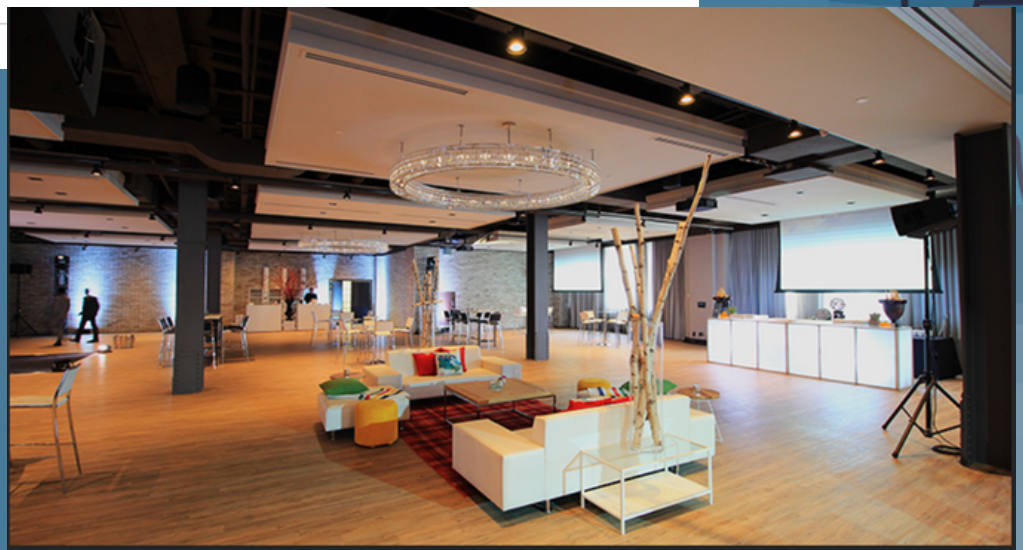
Networking Coffee Break: \$2,000

Lanyard Sponsor: \$4,000

➔ The Hudson Space Layout



Expo Floor Plan



A SAMPLE OF WHAT YOU CAN EXPECT



Tabletops



2026 YPN Conference



BOCSles Awards Gala



**Don Morgan Memorial Golf
Tournament**



Curated Networking Events



**Panel Discussions with
Industry Leaders**



Thought-provoking Keynote Speakers



SPONSORSHIP & EXHIBITING INTEGRATED

Building on the successful 2025 model, Sign Experience Canada will continue integrating exhibiting and sponsorship opportunities in 2026 to create a dynamic, mutually beneficial environment where companies can maximize exposure and engagement with their target audience. Bundled packages will again combine exhibiting tabletop space with enhanced sponsorship benefits.

BENEFITS OF GETTING AN EXHIBITOR/SPONSOR BUNDLE:

- **Premium Placement:** Exhibitors who sponsor will receive priority tabletop placement in high-traffic areas
- **Increased Branding Exposure:** In addition to tabletop space, exhibitor/sponsor logo will be included in digital and printed conference materials, signage, and session slides.
- **Pre-Event Marketing:** Feature sponsor-exhibitors in pre-event promotional emails, social media posts, and on the event website, creating more opportunities for attendees to seek them out at the conference.
- **Multiple Interactions:** Opportunity to interact with attendees in pre-sessions leading up to Sign Experience Canada – Canada Night, YPN, and certain education sessions.
- **Post-Event Marketing:** Feature sponsor-exhibitors in post-event promotional emails, social media posts, and post-event emails

BOTTOM LINE: Our Sponsorship Bundles have been designed to save our supplier members money. Depending on the bundle, they include the tabletop fee, tickets to the event you are sponsoring and so much more.

Visionary



2026 Presenting Sponsor

SOLD!

The Presenting Sponsorship sponsorship tier designed to provide unparalleled visibility and exclusive engagement opportunities throughout the year, culminating in the Sign Experience Canada (SEC) conference. Here's why this investment will position your brand as a Visionary industry leader:

- **Unmatched Year-Round Visibility:** Your brand will enjoy top billing on SAC-ACE and SEC websites, ensuring consistent exposure to our audience before, during, and after the event.
- **Prestigious Opening Remarks:** Begin the SEC conference by delivering the opening address, accompanied by your brand's sizzle reel, to set the tone for the event as the premier industry authority.
- **Prime Real Estate:** Secure a premium tabletop location with early selection, plus two complimentary prime tabletops—a combined **\$5,000 value**.
- **Prominent Branding:** Your logo will feature prominently on SEC attendee badges, all signage and promotion materials, a continuous touchpoint throughout the conference.
- **Access to Premium Events:**
 - Table of 8 at the prestigious BOCSI Gala (**\$1400 value**)
 - 10 coveted Canada Night tickets (**\$500 value**)
 - 3 Sign Experience Canada Conference Tickets (**\$750 value**)
- **Young Professional Development:** Guaranteed spot in YPN Conference (**\$300 value**)

\$40,000

BENEFITS

\$10,000

Innovator



Canada Night/ SEC Opening Reception Sponsor



This exclusive sponsorship offers unmatched exposure at two of the most high-profile events in the industry calendar: Canada Night at ISA and the SEC Opening Reception. It positions your brand at the forefront of networking, celebration, and connection, making a lasting impression on attendees as the year kicks off and concludes.

- **Dual Event Impact:** Gain visibility at Canada Night at 2026 ISA Sign Expo —the first major gathering of the year—and the SEC Opening Reception on September 16, 2026.
- **Prominent Branding:** Enjoy logo placement on badges, prime positioning in select materials, and acknowledgment on event homepages and sponsor pages.
- **Prime Engagement Opportunities:** Deliver remarks at both events, reinforcing your brand's leadership and commitment to the industry.
- **Valuable Access and Visibility:** Secure a preferred prime tabletop location and one (1) complimentary tabletop (\$2,500 value), along with two SEC conference passes (\$500 value), offering ample opportunities to engage with attendees.
- **Premium Networking Benefits:**
 - Ten tickets to Canada Night (\$500 value).
 - Two SEC Conference Tickets (\$500 value).
 - Two tickets to the prestigious BOCSI Gala (\$350 value).

This sponsorship package not only amplifies your brand's presence but also delivers tangible value with over \$4,000 in included benefits, maximizing your return on investment while positioning your company as an industry leader. Your presence will be felt at the year's first biggest event and the last. Make that lasting impression!

\$20,000

Innovator



Awards Gala Sponsor



The Awards Gala sponsorship provides unparalleled exposure at one of the most prestigious events in the sign industry calendar. As the exclusive sponsor of this celebrated evening, your brand will take center stage while connecting with key industry leaders in an elegant and memorable setting.

- **Superior Event Branding:** Showcase your company through prominent logo placement on event materials, badges, and online platforms, ensuring continuous visibility.
- **Leadership Presence:** Deliver opening remarks at the Gala, positioning your brand as a champion of excellence in the industry.
- **Prime Conference Placement:** Secure a preferred prime tabletop location with one complimentary tabletop (**\$2,500 value**) to maximize your engagement opportunities.
- **Exclusive Access and Networking:**
 - Host a table of 8 at the BOCSI Awards Gala (\$1,400 value), providing the perfect opportunity to connect with industry decision-makers.
 - Receive two conference passes (\$500 value) for greater exposure throughout Sign Experience Canada.

This sponsorship delivers over \$4,400 in tangible benefits while aligning your brand with the celebration of innovation and success in the sign industry. The Awards Gala sponsorship ensures your company is recognized as a leader and advocate of excellence within the industry.

\$15,000

Innovator



YPN Conference Sponsorship



The YPN Leadership Conference sponsorship positions your brand as a champion of the next generation of leaders in the signage and graphic communications industry. Taking place during the Sign Experience Canada (SEC) conference, this sponsorship aligns your organization with innovation, inspiration, and the future of the industry.

- **Prominent Event Branding:** Your logo will be featured in select event materials, badges, and online platforms, ensuring visibility among emerging and established industry professionals.
- **Leadership Opportunities:** Deliver remarks at the YPN Leadership Conference, showcasing your commitment to nurturing young talent and driving the industry forward.
- **Prime Conference Placement:** Secure a preferred prime tabletop location with one complimentary tabletop (\$2,500 value) to connect with attendees across the SEC conference.
- **Exclusive Access and Networking:**
 - Gain two guaranteed spots at the YPN Leadership Conference (\$600 value), providing your team with direct access to the industry's most passionate young professionals.
 - Receive two conference passes (\$500 value) for broader exposure at SEC.
- Enjoy two tickets to the prestigious BOCSI Awards Gala (\$350 value), where participants will meet industry leaders.

With over \$3,950 in tangible benefits, this sponsorship offers a unique opportunity to connect with and inspire the future leaders of Canada's sign industry. By supporting the YPN Leadership Conference, your company demonstrates its commitment to the industry's growth, innovation, and next generation of talent.

\$15,000

Innovator



Keynote Speaker Sponsorships

Two sponsorships available

SOLD!

As one of two Keynote Speaker Sponsors, your brand will set the tone for impactful conversations and ideas at our SEC conference. This sponsorship positions your organization as a leader in driving innovation and thought leadership while providing a unique platform to connect with the industry's most engaged professionals.

- **Elevated Event Branding:** Showcase your brand prominently on event materials, badges, and digital platforms, solidifying your presence as a thought leader in the industry.
- **Command the Stage:** Partner with an inspiring keynote speaker to charge the day with thought-provoking discussions and leave a lasting impression on attendees.
- **Prime Conference Placement:** Secure a preferred prime tabletop location with one complimentary tabletop (\$2,500 value) to maximize your visibility and connections throughout the event.
- **Exclusive Access and Networking:**
 - Two conference passes (\$500 value) ensure your team can engage fully at SEC.
 - Two tickets to the prestigious BOCSI Awards Gala (\$350 value) provide a unique opportunity to network with industry leaders.

With over \$3,350 in included benefits, this sponsorship provides exceptional ROI while aligning your brand with excellence and innovation. Sponsoring a Keynote Speaker Session ensures your company is at the forefront of energizing and inspiring the sign industry's brightest minds.

\$10,000

Catalyst Sponsorships



SEC Lunch Sponsor

Showcase your brand as a supporter of industry education by sponsoring the SEC Lunch. This exclusive sponsorship includes on-site recognition and the opportunity to welcome attendees and introduce the panel, creating meaningful visibility with a highly engaged audience.

Branding on Event
Materials: Online, Social
Media, Print

Home Page, lower page
sponsor billing

Logo featured in
invitation, reminder and
thank you emails

1 SEC Conference Pass

Opening Sizzle Reel prior to the
Lunch session

\$5,000

Exclusive



CONNECT
sacace

CONNECT Speed Networking Sponsor

Position your brand at the heart of meaningful industry connections. Sponsoring CONNECT gives your company access to a curated audience of sign manufacturers and installers and targeted engagement with professionals from across Canada

Branding on Event
Materials: Online, Social
Media, Print

Home Page, lower page
sponsor billing

Logo featured in
invitation, reminder and
thank you emails

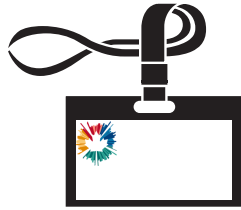
1 SEC Conference Pass

Opening Sizzle Reel prior to
CONNECT networking event

\$2,500

2 sponsorships
available

Catalyst Sponsorships



Lanyard Sponsor

Put your brand front and center—literally! As the Lanyard Sponsor, your company's logo will be worn by every attendee throughout the conference, ensuring continuous visibility and a lasting impression. It's a simple yet powerful way to keep your brand in every conversation.

Branding on Lanyards,
Event Materials: Online,
Social Media, Print

Home Page, lower page
sponsor billing

Logo featured in
invitation, reminder and
thank you emails

1 SEC Conference Pass

\$4,000

Exclusive



Education Session/Workshop Sponsor

Position your brand as a trusted thought leader by sponsoring an education session or workshop at Sign Experience Canada. This sponsorship connects your company with attendees seeking valuable insights and actionable knowledge, aligning your brand with innovation, learning, and professional growth in the sign industry.

Branding on Event
Materials: Online, Social
Media, Print

Home Page, lower page
sponsor billing

Logo featured in
invitation, reminder and
thank you emails

1 SEC Conference Pass

Opening Sizzle Reel prior to
workshop/education session

\$3,000

4 sponsorships
available

Catalyst Sponsorships



Photography Sponsor

After the event, attendees will flock to the online Photo Gallery hosted on the SAC website with your branding front and centre!

Event Materials: Online,
Social Media, Print

Branding on Photo Gallery
with company logo on the
bottom of each photo

Home page Lower page
sponsor billing

Logo featured in invitation,
reminder and thank you
emails

1 SEC Conference Pass

\$3,000

Exclusive



Breakfast Sponsor

Your branding will be featured as attendees kick start their day with signage at the breakfast stations BOTH days.

Branding on Event
Materials: Online, Social
Media, Print

Branding on Photo Gallery
with company logo on the
bottom of each photo

Home page Lower page
sponsor billing

Logo featured in invitation,
reminder and thank you emails

1 SEC Conference Pass

\$3,000

Exclusive

Catalyst Sponsorships



Breaking Barriers Session Sponsor

Sponsoring a Breaking Barriers session highlights your organization's commitment to diversity, mentorship, and leadership development. By supporting this vital initiative, you help foster a stronger, more equitable sign industry and inspire the next generation of leaders.

Branding on Event Materials: Online, Social Media, Print

Home Page, lower page sponsor billing

Logo featured in invitation, reminder and thank you emails

Opening Sizzle Reel prior to Breaking Barriers Session

\$3,000

2 sponsorships available



Networking/Coffee Break Sponsor

As a Coffee Break Sponsor, you'll fuel the networking buzz while attendees recharge with their favorite brew. It's the perfect way to keep your company top of mind—because great ideas (and deals) often start over coffee!

Branding on Coffee Station plus Online, Social Media, Print

Home Page, lower page sponsor billing

Logo featured in invitation, reminder and thank you emails

\$2,000

2 sponsorships available



**SIGN EXPERIENCE
CANADA**

BECOME PARTNER

We believe that being a sponsor is not just about financial support but about forging an active partnership focused on mutual growth.

As the association that unites the Canadian sign industry ecosystem, we rely on the financial support of memberships and sponsorships to sustain our operations. Your contribution helps us deliver the resources, advocacy, and events that keep our industry strong, innovative, and connected. Together, we can shape the future of the Canadian sign and graphics industry.

Sponsorship Purchase

Email

Rachel@sac-ace.ca